APRIL/MAY 2025

23PECM34A — STRATEGIC MANAGEMENT (Elective V)

Time : Three hours | Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you understand by Strategic management?

2. Give the meaning of Mission.

3. Write a note on corporate governance.

4. What is BCG Matrix?

5. Give the meaning of Financial Strategy.

6. What is meant by production strategy?

7. State the meaning of Intrapreneurship.

8. Write a note on transnational strategy.

9. What is Bench Marking?

10. Write a note on Six Sigma Concept.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the need for growth strategies.

Or

(b) Write a note on internal environment.

12. (a) Expand and Explain SWOT analysis in brief.

Or

(b) Discuss the significance of strategic planning.

13. (a) Bring down the concept of Best cost provider Strategy.

Or

(b) Point out the significance of operational Strategy.

14. (a) State the role of Entrepreneurs in society.

Or

(b) Briefly explain about strategic support culture.

15. (a) Write the benefits of Internationalisation.

Or

(b) Narrate the features of strategic control.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the phases in Strategic Management.

17. Narrate about corporate level strategy in detail.

18. Discuss in detail about the business level strategies.

19. Explain about Strategic Leadership across organizations.

20. Elaborate the strategic control process in detail.

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